

Raising Awareness of the Marketplace – How you can help

A primary goal of the Affordable Care Act is to help the 16% uninsured and eligible Americans gain access to quality, affordable healthcare. Central to this goal is the creation of the Health Insurance Marketplace. Through the Marketplace, eligible Americans will be able to enroll in a health plan to get coverage that starts in January 2014.

It's now time to raise awareness of the Marketplace to maximize the number of Americans who enroll during this first open enrollment period beginning October 1, 2013.

Key Facts

- **16% uninsured nationally**
- **6-month open enrollment period begins Oct. 1, 2013 and ends March 31, 2014**
- **Coverage begins as early as Jan. 1, 2014**
- **Many people will get savings they can use right away to help them pay for insurance in the Marketplace (including an individual with income less than \$45,960 or a family of 4 with income less than \$94,200).**

What is the Marketplace?

The Marketplace is a destination where consumers can compare insurance options in simple, easy to understand language. At the Marketplace, consumers will be able to compare insurance options based on price, benefits, quality and other factors with a clear picture of premiums and cost-sharing amounts to help them choose the insurance that best fits their needs.

Financial help to lower costs is available for people who qualify. Consumers may be eligible for a free or low cost plan, or savings that lower monthly premiums right away.

How can you help?

Start by visiting marketplace.cms.gov. There you'll find helpful tools, official resources, information about news, events and upcoming stakeholder engagement sessions.

For consumer information, visit HealthCare.gov. Consumers can sign up for email and texts at SignUp.HealthCare.gov to get the information they'll need to be ready to enroll in October 2013.